

**Subject:** Re: Creative PR Agencies // Branding Refresh  
**From:** Greg Morena <greg@thealbright.com>  
**Date:** 12/03/2017 07:36 AM  
**To:** Jonathan Williams <jwilliams@labattleship.com>  
**CC:** Lorena Parker <lparker@sanpedrobid.com>, "Baker, Arley" <ABaker@portla.org>, Monica Simpson <msimpson@sanpedrobid.com>

These all seem to be qualified firms.....good research.

Agree with JW, we need a scope of work and specific objectives. From his email I took away:

1. Design / Slogan
2. Execution / PR / Digital / Marketing

The two work in tandem from our side but the skill set may not be available in one company. #1 is our aspirational leader.

#2 is def Arley's gambit. I assume we're planning to keep our current demographic engaged and build from there. Do we have data on our current demographic and closest opportunity for growth?

On Fri, Dec 1, 2017 at 4:08 PM, Jonathan Williams <[jwilliams@labattleship.com](mailto:jwilliams@labattleship.com)> wrote:

I have also discussed with Arley to have their firm do a presentation on what they are doing at one of the next committee meetings. Should we hold off until we find a firm?

I recall from the committee conversation that we are not necessarily looking for collateral or any of the such in this first run.

I believe we are looking at them for high level public facing slogan / messaging in phase 1. They would look at the assets, speak to some of the knowledgeable stakeholders with targeted questions, review online information on the area, possibly survey visitors on a busy day, and then with the data drill down the overarching message / look and feel of what the district is. Once we have this identified, then we would go into a phase 2. I envision phase 2 being separate and would be how we implement. This would probably be more in your world and also utilize internal personnel.

On Fri, Dec 1, 2017 at 3:12 PM, Lorena Parker <[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)> wrote:

Good afternoon,

In preparation for our board meeting, Monica has researched some creative PR firms. See below.

How do you want to proceed? Do a few of you want to interview them?

Let me know.

Kind regards,

Lorena Parker  
*Executive Director*  
*San Pedro Property Owners' Alliance*  
**San Pedro Historic Waterfront  
Business Improvement District**  
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----- Forwarded message -----

From: **Monica Simpson** <[msimpson@sanpedrobid.com](mailto:msimpson@sanpedrobid.com)>  
Date: Wed, Nov 29, 2017 at 9:15 PM  
Subject: Creative PR Agencies // Branding Refresh  
To: Lorena Parker <[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)>

Hi Lorena!

Agency Suggestions for Brand/Website Refresh & Logo Design:

First steps: determine exact needs (example: new Logo, new website, branding slogan, collateral, brochures...etc).

Next steps: schedule agency consultation and get quotes once scope of work is outlined.

Here's a few I recommend depending on budget:

**Eat.Work.Sleep.**

Location: El Segundo, CA  
Clients have included: Kia & Mattel  
<https://www.eatsleepwork.com/>  
Budget: \$2500\*

**David & Goliath**

Location: El Segundo, CA  
Clients have included: California Lottery, KIA  
<http://www.dng.com/>

Budget: \$3500+\*

**Isadora Digital Agency**

Location: Manhattan Beach, CA

<http://isadoradigitalagency.com/web-experiences>

(Services include entire web eco-systems)

Budget: \$2k-\$5k\*

**Six Degrees LA**

Location: Miracle Mile (LA)

(Most experience in Restaurant/Hospitality but have done other brands).

They have a very fun and fresh approach. I think they would be up for the challenge!

<http://sixdegreesla.com/>

**\*All dollar prices are estimates based on tentative scope of work, these are not official quotes from agencies.**

**Let me know if you have any questions! Talk soon!**

--

Kind Regards,

Jonathan Williams  
President & CEO

\*Pacific Battleship Center\*

Battleship IOWA Museum

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